

2018 Annual Report



Public Health
Prevent. Promote. Protect.

Clark County Health Department

517 Court Street, Room 105
Neillsville, WI 54456
(715) 743-5105 or toll free 1-877-743-5105

Website: www.co.clark.wi.us/healthdepartment



Find us on
Facebook

www.facebook.com/clarkcohealthdept



Public Health
Prevent. Promote. Protect.

Dear Friends of Public Health:

I am pleased to present the Health Department's 2018 Annual Report. This 2018 Annual Report provides a summary of the public health programs and services available to children and adults in Clark County. The CCHD continues to work hard to ensure the major public health needs are addressed. Through continued partnerships with the Board of Health and a vast array of organizations the Health Department strives to promote good health and prevent disease throughout the county.

So what is Public Health? In a nutshell, public health is concerned with protecting and improving the health of entire populations through a variety of strategies. Populations can be as small as a family unit or as large as an entire county. It has been said that Public Health connects all of us; we are all impacted by the public's health. A healthy county can only be realized through the support and involvement of community and faith-based organizations, elected officials, worksites, health care organizations, schools, and residents. As such, all are invited to become part of the movement to make Clark County the healthiest in the state.

Thank you for supporting the health and wellness of all Clark County residents. Please feel free to visit the Health Department in person or online at www.co.clark.wi.us/healthdepartment and/or come "like" us on Facebook.

Sincerely,

Robert Leischow, MPH
Health Officer | Director



2018 Clark County Health Department Synopsis

- ✓ Awarded external funding from the following organizations: University of Wisconsin-Office of Rural Health to address obesity by increasing access to healthy lifestyle opportunities; Clark County Community Foundation and the Listeman Foundation for the purchase of car seats; Children's Health Alliance of Wisconsin to continue implementation of the Seal-A-Smile Program; Clark County United Way for the Pack 'n Play cribs; Listeman Foundation for 200 Question, Persuade, Refer (QPR) booklets; Security Health Plan to explore the feasibility of a Community Health Worker model in Clark County; and the Wisconsin Department of Health Services—Environmental Public Health Tracking *Taking Action with Data Grant* to address the increasing trend of nitrate exceedances in drinking water.
- ✓ Ensured that 2018 project objectives continued to align with Clark County's Community Health Improvement Plan (CHIP). This document is known as *A Healthier Clark County: Connecting the Dots 2016-2020*.
- ✓ Continued to work with health care partners (Memorial Medical Center/Marshfield Medical Center, Ascension-Our Lady of Victory, and Family Health Center of Marshfield Dental) on health care access and prevention-focused improvement opportunities.
- ✓ The Eat Right, Be Fit (ERBF) committee organized and hosted a worksite wellness event at the Clark County Courthouse; supported breastfeeding-friendly environments by purchasing and distributing "Welcome Back to Work" breastfeeding supply kits to new mothers; hosted multiple community presentations on healthy eating and/or nutrition; created, published, and distributed the *Roadmap to a Healthier You* booklet.
- ✓ Collaborated with Clark County Forestry and Parks Committee (CCFPC) to implement signage at each Clark County campground (10 signs in total) that promotes positive decision making and good behavior around young, impressionable children.
- ✓ 201 children's books were given to families at well-child visits from ages 6 months to 5 years as part of the *Reach Out and Read* program in partnership with Memorial Medical Center (MMC).
- ✓ The Healthy Beginnings Plus program continued to serve the community by enrolling and providing case management services to 16 at-risk mothers.
- ✓ A total of 1,819 vaccines were administered to children and adults.
- ✓ During influenza season, the CCHD established 4 school-based mass clinic sites throughout the county. At these 4 clinics, 565 flu vaccines were administered (80 to adults ages 19 and older and 485 to children ages 6 months through 18 years).
- ✓ Continued to organize and facilitate the efforts of the multi-agency Clark County Mental/Behavioral Health Task Force.
- ✓ 278 individuals were trained in *Question, Persuade, Refer* (QPR), which is an evidence-based emergency mental health training that teaches lay people and professionals how to recognize and respond to someone exhibiting warning signs for suicide.
- ✓ Helped implement the Signs of Suicide (SOS) program in Granton School District.
- ✓ In collaboration with the Clark County Sheriff's Department, the CCHD applied for and received 100 free gun locks through the Project ChildSafe program.
- ✓ After the implementation of the *2017-2018 Youth Risk Behavior Survey* (YRBS), in which 527 Clark County high school students and 532 middle school students participated, the CCHD organized each

school's individual aggregate data, identified relevant trends, and then met with teachers and leadership (e.g., district administrators, principals, school counselors) at seven of Clark County's eight public schools.

- ✓ 155 unduplicated clients (148, 2017) received reproductive health services.
- ✓ 83 blood lead tests were performed among 78 individuals (31 tests among 30 individuals in 2017). Seventy-six of these individuals were children under 6 years old and 2 were adults. Blood lead testing was done in partnership with Clark County Women, Infants, and Children (WIC) to combat lead poisoning.
- ✓ 4 Environmental Lead Risk Assessments were completed (1 in 2017). Three homes required lead hazard reduction activities.
- ✓ 117 fee-exempt well water test kits were provided to 96 households with pregnant women or children under six months (84 kits to 61 homes in 2017). Seventy-five tests were completed at 64 households (46 tests at 32 homes in 2017). Elevated nitrates were identified in 8 households (6 in 2017); 4 homes had confirmed Total Coliform Bacteria (2 in 2017); 0 had *E. Coli* (0 in 2017).
- ✓ With funding provided by the *Wisconsin Department of Health Services-Environmental Public Health Tracking Program*, at the mid-point of the project, 54 free and reduced-cost private well water test kits were provided to 52 households. Forty-seven tests were completed in 45 households. Elevated nitrates were identified in 4 homes, Total Coliform Bacteria was confirmed in 4 homes and 2 had *E. Coli*.
- ✓ 78 establishments enrolled in the transient non-community (TNC) well water testing program were tested for bacteria and nitrates (76 in 2017). Elevated nitrates were identified in 1 system (2 in 2017); Total Coliform Bacteria was present in 2 systems (1 in 2017).
- ✓ 74 environmental concerns were received from 65 households.
- ✓ 26 radon test kits were provided to 21 households (23 kits to 21 homes in 2017). Nineteen kits were completed in 15 households (14 tests at 12 homes in 2017). Three homes (20%) were confirmed to have unsafe levels of radon.
- ✓ 5 county park beaches were monitored every other week for *E. Coli* from Memorial Day to Labor Day. Two samples identified abnormal results (3 in 2017); 1 beach closure and 1 beach advisory was posted.
- ✓ 44 possible exposures to rabies were reported (55, 2017); zero animals were confirmed to have rabies.
- ✓ The Jail Nurse had 2,167 contacts with inmates (1998, 2017); 114 TB Skin Tests were administered (148, 2017) with 2 testing positive for latent TB infection and subsequently treated (5, 2017).
- ✓ Based on 31 compliance checks at various retail establishments, 93.5% of retailers did not sell a tobacco product to a minor (96.8%, 2017).
- ✓ To reduce the risk of injury or death, 68 new car seats were provided to low income families. In addition to the installation, educational sessions were provided by the CCHD's Child Passenger Safety (CPS) technicians.
- ✓ To reduce the risk of injury or death among infants due to unsafe sleep environments, 22 eligible families in need received cribs and education.
- ✓ 3 licensed in-home daycare centers in Clark County received training on infant safe sleep practices.
- ✓ Through the school-based *Seal-A-Smile* program, 1,471 children received oral health screenings, 534 received dental sealants, and 1,384 received topical fluoride varnish applications.

- ✓ The CCHD conducted vision screenings at 53 Amish and Mennonite schools across Clark County. In total, 327 children were screened and 25 vision referrals were made.
- ✓ Of 571 total births in Clark County for 2018, 43.4% of babies were born to Amish/Mennonite families.
- ✓ The CCHD successfully leveraged resources at little to no cost from academic institutions to help address specific priority areas.

Table of Contents

Mission, Vision, and Core Values.....	7
Organizational Chart	8
Health Department Staff and Board of Health	9
Essential Service 1: Monitoring Health Status.....	10-13
Essential Service 2: Diagnose and Investigate	14-20
Essential Service 3: Inform, Educate, and Empower	21-22
Essential Service 4: Mobilize Community Partnerships	23-29
Essential Service 5: Develop Policies and Plans	30
Essential Service 6: Enforce Laws and Regulations	31-33
Essential Service 7: Link People to Needed Personal Health Services	34-39
Essential Service 8: Assure a Competent Public and Workforce	40-41
Essential Service 9: Evaluate Population Based Services	42
Essential Service 10: Research New Insights and Solutions	43

Mission, Vision, and Core Values

Our Vision

Improve health and enhance the quality of life for the residents of Clark County.

Our Mission

It is the Mission of the Clark County Health Department to promote health, prevent disease, and protect the residents of the county through partnerships and population-based services.

This will be accomplished through:

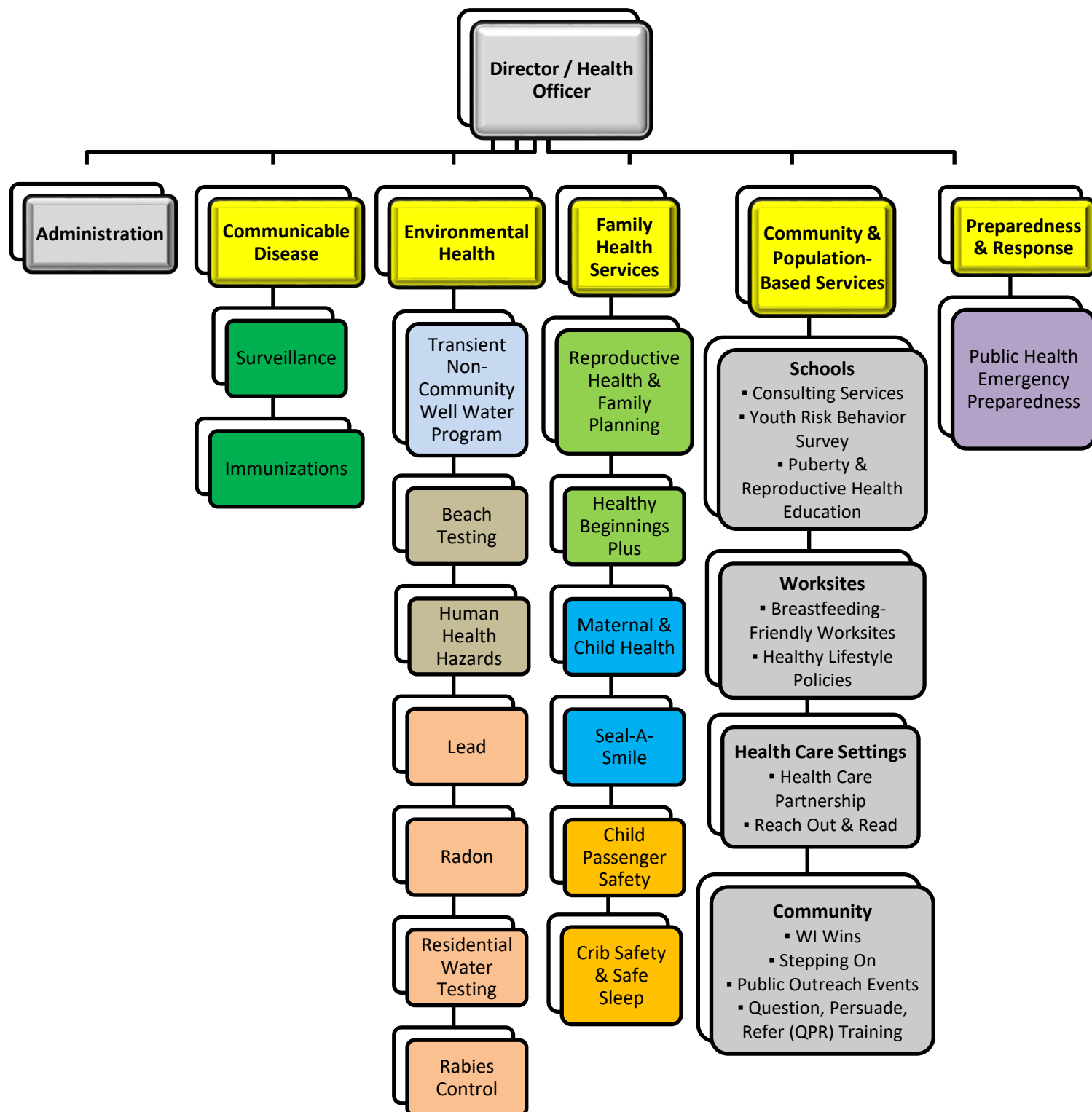
1. Assuring and promoting the quality and accessibility of health services
2. Preventing epidemics and the spread of disease
3. Preventing injuries
4. Promoting and encouraging healthy behaviors through education
5. Protecting against environmental hazards
6. Responding to disasters and assisting communities in recovery

Our Core Values

These Values motivate and drive the work of the Clark County Health Department:

- ✓ *Collaboration*
- ✓ *Respect*
- ✓ *Integrity*
- ✓ *Quality*
- ✓ *Accountability*

Organizational Chart



Health Department Staff and Board of Health

Director/Health Officer

Robert Leischow, MPH

Public Health Nursing

Brittany Mews, RN BSN - Lead PHN

Kelsey Wussow, RN BSN

Mindy Burns, RN BSN

Health Educator/Public Health Specialist

Rebecca Rosandick, BS, CHES

Jail Health

Lynn Klovas, RN

Environmental Health

Kevin M. Smith, MPH - Environmental Health Specialist

Administrative Support

Bonnie Mayenschein - Administrative Assistant

Board of Health

Dean Zank - Chair (effective May)

Jerome Krempasky - Chair (through April)

Dr. Gary Janssen - Medical Advisor

Doris Bakker

William Neville

Sharon Rogers

Jim Smagacz

Cindy Eichman

Christine Parker

Dr. Timothy Meyer

Essential Service 1: Monitor Health Status to Identify and Solve Community Health Problems

Introduction: *Essential Service 1 activities include assessing the health status of the community through formal and informal needs assessments and data analysis. The Clark County Health Department (CCHD) collaborates with a diverse group of community partners to address community health problems. In this section, community health improvement planning and leading health indicators, including community survey data used to determine the top health focus areas, are highlighted.*

Youth Risk Behavior Survey

The Youth Risk Behavior Survey (YRBS) is a surveillance system designed to monitor a wide range of priority health risk behaviors (e.g., unintentional injury and violence, tobacco use, alcohol and other drug use, sexual behaviors, unhealthy dietary behaviors, physical inactivity, etc.) among adolescents. The CCHD utilizes data collected from the YRBS when designing and implementing programs geared toward young people.

In the spring of 2018, 527 high school students and 532 middle school students participated in the YRBS (2017, 546 high school students and 335 middle school students). Results from the 2018 survey marked the second year in which “trending” data was available for both Clark County and individual schools (e.g., a comparison between 2014, 2016, and 2018 data).

2018 Activities and Outputs:

- The CCHD began outreach efforts in the fall of 2017 to Clark County’s public school districts to begin facilitating the implementation of the spring, 2018 YRBS.
 - All implementation information (e.g., instructions, passwords, consent forms) was provided to each school prior to January 2018.
- Seven of Clark County’s 8 public school districts participated in the 2018 YRBS.
- After the survey closed in June, the CCHD created school-specific data reports & comparison charts for each district.
- The CCHD met with 7 of the 8 public school districts to review school-specific data outcomes and future programming options.
- In the fall of 2018, the CCHD outreached to all 8 public school districts regarding the 2019 YRBS coordination and implementation.

Community Health Improvement Plan

The Clark County Community Health Improvement Plan (CHIP), *A Healthier Clark County: Connecting the Dots 2016-2020*, focuses on select health priorities and outlines the strategic framework for implementing a comprehensive and focused approach to improving the overall health and quality of life for residents of Clark County.

The Eat Right, Be Fit (ERBF) committee and Mental/Behavioral Health Task Force (MBHTF) used this document as a framework to determine project strategies and program goals. The CHIP was also used by local acute care hospitals, MMC and Ascension-Our Lady of Victory, to help give focus to their community outreach efforts.

2018 Activities and Outputs:

- In relation to the nutrition (obesity prevention) priority, there were 6 ERBF coalition meetings.
- In relation to the alcohol prevention priority, the multiagency MBHTF held 7 partner meetings.
- In relation to the mental health priority:
 - The MBHTF held 7 meetings and trained 278 individuals on the evidence-based *Question, Persuade, Refer* (QPR) model.
 - The CCHD collaborated with the Clark County Sheriff's Department to apply for and receive 100 free firearm locks through Project ChildSafe. These locks will be distributed to Clark County community members throughout 2019.

Community Health Assessment (CHA)

The CCHD collaborated with community members and stakeholders (through the Clark County Health Care Partnership) to gather county-specific data for the purpose of identifying health priority areas. These priorities will be addressed in the 2020-2023 CHIP document.

- Roughly 500 surveys were completed online and in person.

Monitoring Data

The CCHD continued to monitor communicable disease activity through information and data made available through the Wisconsin Epidemiologic Surveillance System (WEDSS) as well as through reports provided by schools. Community-wide health status monitoring occurred through review of secondary data sets made available through resources like the County Health Rankings and Wisconsin Interactive Statistics on Health (WISH) system.

CLARK COUNTY DASHBOARD			
County Health Rankings*	2016	2017	2018
<i>Health Outcomes</i>	44	38	17
Length of Life (Premature Death)	48	46	25
Quality of Life	24	25	14
<i>Health Factors</i>	62	63	61
Health Behaviors	46	47	50
Clinical Care	72	71	72
Social & Economic Factors	51	46	47
Physical Environment	36	33	6
*Numerical value based on 72 counties in WI Source: County Health Rankings (2018, 2017, 2016)			

NATALITY PROFILE FOR CLARK COUNTY RESIDENTS

POPULATION

	Clark County 2017	Wisconsin 2017
Total	34,872	5,778,829
Female (15-44 yrs.)	5,604	1,080,703
Births	554	64,994

*Based on WI Interactive Statistics on Health (WISH)
(Data not available past 2017)

CLARK COUNTY BIRTHS

Year	Total Births	Teen Births (<age 20)	*Est. percentage of Amish/Mennonite Births (Compared to Overall Births)
2014	560	3.4%	42.7%
2015	562	2.9%	42.5%
2016	586	1.5%	42.5%
2017	547	Data Unavailable	47.2%
2018	571	Data Unavailable	43.4%

*Based on SPHERE Birth Record Data

CLARK COUNTY TOTAL BIRTHS BY AGE OF MOTHER

Age	2015	2016	2017
15-17 years	5	0	5
18-19 years	11	13	17
20-24 years	132	139	146
25-29 years	172	169	171
30-34 years	162	162	124
35-39 years	60	88	74
40-44 years	18	23	16
Totals:	560	594	553

*Based on WI Interactive Statistics on Health (WISH)
(Data not available past 2017)

NATALITY PROFILE FOR CLARK COUNTY RESIDENTS (CONTINUED)

LOW BIRTH WEIGHT INFANTS (<2500 grams)

Year	Clark County	Clark County Percentage	Wisconsin	Wisconsin Percentage
2015	24	4.3%	4,889	7.3%
2016	31	5.2%	4,938	7.4%
2017	25	4.5%	4,993	7.7%

*Based on WI Interactive Statistics on Health (WISH)
(Data not available past 2017)

PREMATURE BIRTHS (<37 weeks gestation)

Year	Clark County	Clark County Percentage	Wisconsin	Wisconsin Percentage
2015	27	4.8%	6,251	9.3%
2016	46	7.7%	6,373	9.6%
2017	40	7.2%	6,257	9.6%

*Based on WI Interactive Statistics on Health (WISH)
(Data not available past 2017)

CLARK COUNTY MATERNAL CHARACTERISTICS

Year	Mothers with <High School Education	Births to Mothers Who Smoked During Pregnancy	Not Married
2015	281 (50.0%)	50 (8.9%)	102 (18.2%)
2016	292 (48.6%)	41 (6.8%)	117 (19.5%)
2017	297 (53.7%)	38 (6.9%)	106 (19.2%)

*Based on WI Interactive Statistics on Health (WISH)
(Data not available past 2017)

Essential Service 2: Diagnose and Investigate Health Problems and Health Hazards in the Community

Introduction: *Essential Service 2 includes provision of epidemiological identification of emerging health threats, active investigation of infectious disease and human health hazards, and prevention of disease through immunization. The following programs and activities are highlighted in this section: seasonal influenza, communicable disease control, animal bites, immunization program, lead poisoning prevention, human health hazard control, private well water testing (fee exempt), and indoor radon testing.*

Seasonal Influenza

In 2018, the CCHD administered the Quadrivalent influenza vaccine. The Quadrivalent vaccine includes protection from 4 influenza virus strains.

The CCHD offered senior adult influenza immunization clinics throughout the county, which increased access to vaccine coverage. The Public Health Nurses (PHNs) traveled to 11 senior centers, nutrition sites, and nursing homes to administer the influenza vaccine.

The CCHD continued to outreach to worksites, providing flu vaccinations to employees. Once again, flu vaccines were offered to all employees of Clark County at special employee-only flu clinics. The CCHD also provided vaccines to employees at Gross Motors and Abbyland, Inc.

Lastly, in 2018, the CCHD held mass immunization clinic events at 4 Clark County schools and at one community site, which increased influenza vaccination rates among children and adolescents.

2018 Activities and Outputs:

- 387 doses of the adult influenza vaccine and 557 doses of the children's influenza vaccine were administered during the 2018 influenza season for a total of 944 influenza vaccines given by the CCHD (845, 2017).



Communicable Disease Control

Surveillance, investigation, and follow-up of reportable communicable diseases are statutory responsibilities of local health departments. These numbers are not a complete picture of communicable diseases in Clark County. Some infections may not have been reported yet and some are never reported.

COMMUNICABLE DISEASE CONTROL YEAR END HIGHLIGHTS			
Disease	# of Confirmed Cases 2016	# of Confirmed Cases 2017	# of Confirmed Cases 2018
Chlamydia	62	91	65
Human Immunodeficiency Virus	0	2	2
Influenza Associated Hospitalizations	24	29	35
Pertussis	1	7	8
Campylobacteriosis	18	21	15
Hepatitis C, Chronic	3	9	3
Haemophilus Influenzae, Invasive Disease	0	2	0
Tuberculosis, Latent Infection	2	7	3

Animal Bites

Investigation of reported animal bites for possible exposure to rabies was conducted to assure that serious illness or death from transmission of rabies was prevented. This program is designed to coordinate an effective rabies control procedure between the CCHD, Sheriff's Department, local veterinarians, physicians, cities, villages, town boards, and the general public. Animal bites are reported to the CCHD and Sheriff's Department for follow up. Monitoring of the animal for signs of rabies is done by a licensed veterinarian. Some animals may be sent to the Wisconsin State Lab of Hygiene for laboratory testing if they cannot be monitored. If an animal is not available for monitoring or testing, the bite victim is recommended to have a series of vaccinations that prevents the onset of the fatal rabies virus.

In 2018, zero animals were positively identified to have rabies through veterinary exam or laboratory testing. In 2017, a bat was identified by laboratory analysis to have rabies following an animal-to-human bite. In 2011 and 2010, two cases of rabies were identified in skunks.

ANIMAL BITES & POSSIBLE RABIES EXPOSURES				
Animal Type	2015	2016	2017	2018
Dog	30	22	40	24
Cat	9	10	8	11
Bat	-	1	1	6
Coyote	1	-	-	-
Raccoon	2	-	1	1
Animal to Animal	-	-	1	-
Cow/Calf	-	-	-	1
Horse	-	-	2	-
Goat	-	-	-	-
Domestic Rabbits	-	-	-	-
Squirrel	-	-	-	-
Rat	-	-	2	1
Total # Reported to CCHD	42	33	55	44

Immunization Program

The CCHD strives to reduce or eliminate cases of vaccine-preventable diseases through the administration of vaccines. The table below indicates compliance rates among Clark County's pediatric population at 24 months of age and displays vaccine usage for 2018.

CLARK COUNTY COMPLIANCE RATES AT 24 MONTHS								
Year	DTaP (4)	HepB (3)	Hib (3)	MMR (1)	Polio (3)	Pneumo (4)	Varicella (1)	4313314 Series
2015	57%	60%	67%	63%	65%	58%	53%	45%
2016	58%	58%	67%	64%	67%	60%	54%	44%
2017	54%	57%	65%	61%	63%	56%	50%	43%
2018	58%	58%	68%	66%	66%	60%	54%	44%

2018 Activities and Outputs:

- 1,819 immunizations were given to 1,289 individuals by the CCHD.
- 411 vaccines were given to adults age 19 and older.
- 1,408 immunizations were given to children (<18 years).
- 44% of Clark County's 2 year olds met Wisconsin's benchmark immunization standards.
- It is recognized that there is a significant Amish and Mennonite population in Clark County who opt out of (routine or otherwise) immunizations.



Lead Poisoning Prevention

The CCHD continued to collaborate with the Women, Infants, and Children (WIC) program to provide capillary blood lead level (BLL) testing for children under the age of 6 years. Beginning in 2018, the CCHD expanded the blood lead testing services to the Owen WIC clinic in addition to the testing that was done at the Neillsville WIC clinic. Children identified with a capillary BLL ≥ 5 $\mu\text{g}/\text{dL}$ were referred to their physician for confirmatory venous blood lead testing.

The CCHD monitors weekly lead surveillance reports from the Wisconsin Childhood Lead Poisoning Prevention program. If a child's venous BLL was ≥ 5 $\mu\text{g}/\text{dL}$, the Public Health staff provided education and case management until the child's BLL was at or below 5 $\mu\text{g}/\text{dL}$. Children with BLL ≥ 10 $\mu\text{g}/\text{dL}$ were provided an in-home environmental Lead Risk Assessment by the Environmental Health Specialist. Lead Risk Assessments were required for children with one venous BLL ≥ 20 $\mu\text{g}/\text{dL}$ or two consecutive venous tests ≥ 15 $\mu\text{g}/\text{dL}$ performed at least 90 days apart, as required by Wisconsin Statute.

2018 Activities and Outputs:

- The CCHD performed capillary blood lead testing on 78 children and 2 adults.
 - 7 of the 78 children tested had BLLs ≥ 5 $\mu\text{g}/\text{dL}$. Follow-up venous blood lead testing was done at the physician for 6 children. 4 children were confirmed to have BLLs ≥ 5 $\mu\text{g}/\text{dL}$.
 - 2 children had venous confirmatory tests ≥ 20 $\mu\text{g}/\text{dL}$.
 - Both adults tested had BLL ≥ 5 $\mu\text{g}/\text{dL}$; one of whom tested at a BLL ≥ 20 $\mu\text{g}/\text{dL}$. No venous confirmatory tests were reported to CCHD.
- The CCHD monitored weekly lead surveillance reports.
 - 7 children in total had confirmed lead poisoning (BLL ≥ 5 $\mu\text{g}/\text{dL}$) through venous testing conducted by their Primary Care Provider.
 - 2 children in total were confirmed to have BLL ≥ 20 $\mu\text{g}/\text{dL}$ with venous testing at their provider.
- The CCHD completed 4 in-home environmental Lead Risk Assessments following confirmation of children with BLL ≥ 10 $\mu\text{g}/\text{dL}$.

Environmental Health Concerns

The CCHD responds to claims of environmental health concerns of the general public. The concerns are investigated if they fit the provisions of the Clark County Code of Ordinance Chapter 16 Health and Safety, or other Wisconsin statutes, designed to protect human health and safety. Issues that clearly fit within the definition of a Human Health Hazard (HHH) receive follow up. The goal of the HHH program is to protect

Clark County's residents from illness, injury, and/or disease from environmental health hazards. In 2018, as a quality improvement opportunity, the record keeping system for environmental health concerns was updated. Many of the environmental health concerns that are filed contain more than one potential hazard. The table below reflects the breakdown of all concerns filed using the new record keeping system.

Additionally, in 2018, the CCHD implemented an online reporting form for environmental concerns where users can upload supporting documents and photos of their concerns. This system allows the CCHD to more appropriately respond to reports of environmental health concerns.

ENVIRONMENTAL HEALTH CONCERN	2018
Damaged, Dilapidated, Unsafe or Abandoned Buildings	21
Unsanitary or Unfit Conditions	16
Hoarding	5
Insect Infestations (Cockroach, Bedbugs, etc.)	6
Animal Infestations (Rats, Mice, Cats, etc.)	10
Garbage	8
Sewage or Waste	18
Water or Plumbing	8
Air Quality Concerns	2
Lead Based Paint (not related to lead poisoning)	2
Asbestos	2
Mold	13
Animal Health	2
Hazardous Materials	4
Methamphetamine or Related	1
Nearby Operation (Landfill, CAFO, Sand Mine)	1
Related to a dispute	24
Number of Properties with Environmental Concerns	65
Number of Environmental Complaints Filed	74
Total Environmental Health Concerns	119

Private Well Water Testing - Fee Exempt Test Kits

The CCHD supplied 117 residential fee-exempt well water test kits to 96 households. Seventy-five test kits were completed in 64 homes.

2018 Activities and Outputs:

- **Nitrates:**
 - 62 households were tested for nitrates in the ground water.
 - 9 (14.5%) were above 10 mg/L, the unsafe level for pregnant women and children under six months old.
 - 1 of the 9 households (11.11%) was above 20 mg/L, the unsafe level for any consumption.
- **Bacteria:**
 - 65 households were tested for Total Coliform and *E. coli* bacteria in the ground water.
 - 25 households (38.5%) were identified to have the presence of Total Coliform bacteria.
 - 7 of the 25 households (28%) were confirmed to have the presence of Total Coliform bacteria.
 - 1 household had the presence of *E. coli* (1.5%).
- **Fluoride:**
 - 62 households were tested for inorganics in the ground water.
 - 51 households (82.3%) had fluoride levels less than 0.3 mg/L, a level at which fluoride supplementation is recommended for all children under 16 years old to ensure healthy tooth development.
- **Heavy Metals:**
 - 62 households were tested for heavy metals in the drinking water.
 - 4 households (6.5%) were identified to have unsafe levels of heavy metals.
 - Aluminum: 2 of the 4 households (50%) had unsafe levels of aluminum ($\geq 200\mu\text{g/L}$)
 - Lead: 1 of the 4 households (25%) had unsafe levels of lead ($\geq 15\mu\text{g/L}$)
 - Manganese: 1 of the 4 households (25%) had unsafe levels of manganese ($\geq 300\mu\text{g/L}$)

WELL WATER TESTING	2015	2016	2017	2018
Total Wells Tested	43	45	32	65
Nitrates & Bacteria Safe	25	26	20	38
Nitrates Unsafe	5	9	6	9
Bacteria Unsafe	14	10	2	7

Private Well Water Testing - Environmental Public Health Tracking Project

The CCHD was awarded a grant by the Wisconsin Department of Health Services–Environmental Public Health Tracking Taking Action with Data Grant to provide free and reduced cost well water test kits to all Clark County residents and homeowners who receive water from a private well. The grant is ongoing, and funding is available from August 1, 2018 until July 31, 2019. A complete report of the project will be generated at the end of the granting cycle. Nitrate test kits were provided at no cost (usually \$16.00) and a comprehensive homeowner test kit was available for \$17.00 (usually \$52.00). The initiative was created to address the increasing trend of wells that exceed the public health standard for nitrates of 10 mg/L.

2018 Activities and Outputs:

- **Nitrates:** Beginning August 1, 2018: 45 private wells were tested. Of the 45 wells tested, 4 wells (9%) exceeded the public health standard of 10 mg/L, 5 wells (11%) were considered at-risk of becoming unsafe if concentrations increased slightly, and 27 wells (80%) were considered safe.

Well Test Results for Nitrates	Count	%
Total Wells Tested	45	-
Less than 1 mg/L	18	40%
Between 1 and 4.9 mg/L	9	20%
Between 5 and 7.9 mg/L	9	20%
Between 8 and 9.9 mg/L (At-risk)	5	11%
Greater than or Equal to 10 mg/L (Elevated)	4	9%

Indoor Radon Testing

According to the Centers for Disease Control and Prevention (CDC), radon is the second leading cause of lung cancer in the United States (behind smoking). If you smoke and your home has high radon levels, your risk of getting lung cancer is almost 10 times higher than non-smokers. In-home testing is the only effective way to identify unsafe levels of radon gas in the home. Throughout the year, the CCHD offers affordable radon test kits to Clark County residents.

2018 Activities and Outputs:

- The CCHD supplied 26 radon test kits to 21 households.
 - A total of 19 test kits were completed (73.1%) in 15 households.
 - 6 households (40.0%) were identified with unsafe levels of radon (greater than or ≥ 4 pCi/L)
 - Three households (50%) were confirmed to have unsafe levels of radon (≥ 4 pCi/L).
- Community outreach activities:
 - January Radon Awareness month press release to Clark County newspapers.
 - January Radon Awareness month Facebook post (to public).

Essential Service 3: Inform, Educate and Empower People about Health Issues

Introduction: *Essential Service 3 includes social marketing, targeted media public communication, and providing accessible health information resources to reinforce health promotion messages and programs. The following activities are highlighted in this section: general health education, Stepping On—Falls Prevention program, and Family Fun Festival.*

General Health Education

Per request, the CCHD staff provides in-person educational sessions to community groups, worksites, students, individual clients, etc.

The CCHD uses technology and other resources to enhance health education and public awareness for public health issues.

- The CCHD website: <http://www.co.clark.wi.us/healthdepartment> promotes a multitude of health-related topics and programs.
- The CCHD Facebook page <https://www.facebook.com/clarkcohealthdept/> efficiently communicates health messages to broader audiences.
- The CCHD issues press releases in regard to a variety of programs/health topics.

2018 Activities and Outputs:

- The CCHD held educational sessions at local public schools for students on the topics of contraception, sexually transmitted infections (STIs), and puberty.
- 14 press releases were published by local newspapers on various health topics.
- Health Department staff conducted a variety of radio interviews with WCCN and one television interview in regard to a local pertussis outbreak.
- The CCHD continued to maintain and promote its website.
- The CCHD maintained an active Facebook presence and continued to increase the number of “likes.”

Stepping On – Falls Prevention Program

Stepping On is an evidence-based program that empowers older adults to carry out healthy behaviors that reduce their risk of falls. A community-based workshop is offered once a week for seven weeks using adult education and self-efficacy principles. In a small-group setting, older adults learn balance exercises and develop specific knowledge and skills to prevent falls.



Workshops are facilitated by two trained leaders. Subjects covered include improving balance and strength, home modifications, community safety, vision, medication review, safe footwear, and sleep. It is the process in which the program is taught that makes it effective. Classes are highly participative; mutual support and success builds the participants' confidence in their ability to manage their health behaviors to reduce the risk of falls and to maintain active and fulfilling lives.

The program is the work of Dr. Lindy Clemson, a Ph.D. occupational therapist from Australia. The program was evaluated and the results published in the September 2004 issue of the *Journal of American Geriatrics Society*. At the end of the study, Dr. Clemson found that those completing Stepping On experienced a 31% reduction in falls.

2018 Activities and Outputs:

- The CCHD coordinated and hosted one Stepping On workshop in the county (Abbotsford) with a total of 13 participants.

Family Fun Festival

The Interagency Coordinating Coalition (ICC) hosted the Family Fun Festival at Greenwood High School in September.

- 300 children attended the festival.
- The CCHD taught families about hand washing/infection prevention with the “germ buster” challenge activity.
- The overall event goal was to reach Clark County residents with information about services available in the county as well as to provide a fun and free event for all families to attend.
 - The ICC secured several grants/donations to make the event possible.
 - There was a collaborative effort among 25 different agencies, companies, and coalitions across the county.
 - Survey results indicated that 99% of the participants agreed or strongly agreed that they learned new information that would help them and their family.



Essential Service 4: Mobilize Community Partnerships and Action to Identify and Solve Health Problems

Introduction: *Essential Service 4 involves convening and facilitating community groups in undertaking defined preventive and population-focused activities in order to capture the full range of potential resources to solve community health problems. Highlighted in this section are: Clark County Interagency Coordinating Coalition (ICC), Reach Out and Read, Eat Right-Be Fit committee (ERBF), family friendly campsites initiative, Public Health Emergency Preparedness (PHEP), Child Death Review (CDR) Team, and the Mental/Behavioral Health Task Force (MBHTF).*

Clark County Interagency Coordinating Coalition

The Clark County Interagency Coordinating Coalition (ICC) is the unification of agencies/programs in a cooperative effort to network and implement valuable services to young children and their families in Clark County. Several agencies actively participate in this coalition such as Indianhead Community Action Agency (ICAA), Head Start, Clark County Social Services, Birth-to-3, Childcaring, the CCHD, MMC, Personal Development Center, Clark County University of Wisconsin-Extension, Clark County Community Services-Family Support Program-Children's Long-Term Support Waiver (CLTS), etc.

2018 Activities and Outputs:

- The CCHD hosted 5 ICC meetings, with an average of 11 participants per meeting.
- ICC members received several trainings and in depth agency presentations including the following: Personal Development Center agency overview, mindfulness, ICAA Family Foundations Home Visiting Program, Badgercare and Foodshare, WIC, and Childcaring.

Reach Out and Read

Reach Out and Read is an evidence-based, nonprofit program in which medical providers promote early literacy and school readiness. Much of this program takes place within clinics or pediatric exam rooms. Clinic staff work to integrate children's books and advice to parents about the importance of reading aloud during well-child visits.

In collaboration with MMC's Neillsville and Greenwood clinic sites, the CCHD supported the continuation of the Reach Out and Read program.

2018 Activities and Outputs:

- MMC secured funding from their Foundation to help sustain their Reach Out and Read Program.
- MMC Neillsville and Greenwood clinic providers distributed 201 books to children (ages 6 months-5 years) at well-child visits and discussed the many benefits of reading aloud (together) with parents.
 - Parents were given a list of Clark County libraries, an informational sheet on age-appropriate books, and tips on how to get the most out of each reading session.

New Baby Welcome Kit Project

To promote early childhood development, the CCHD continued to partner with Clark County University of Wisconsin-Extension to offer baby welcome kits to new mothers. After the birth of a child, mothers residing in the Colby, Abbotsford, Dorchester, and Thorp areas received a mail invitation to visit their local library to collect a gift. Each gift contained practical baby care items, two board books (that promoted safe sleep and the importance of reading to a child every day), a resource guide, and simple tips that parents can do to promote early brain development/bonding. When the kit was given, librarians offered to assist the family in opening up a library card if they didn't already have one. The goal of this project was to help foster early literacy within the county via a joint community effort.

2018 Activities and Outputs:

- The CCHD was awarded a \$500 grant from the Western Region WI Early Childhood Collaborating Partners (WECCP) to help sustain the new baby welcome kit project.
- 219 invitations for early childhood development gifts were sent out to new Clark County mothers.

Eat Right, Be Fit Committee

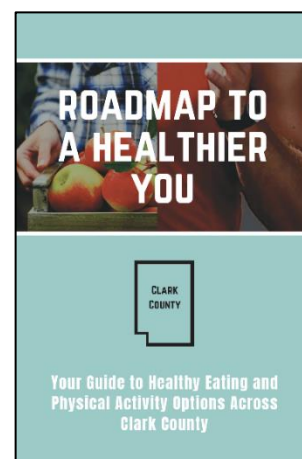
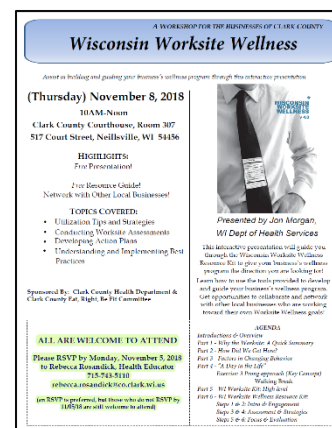
As a longstanding member of the Eat Right, Be Fit (ERBF) coalition, the CCHD continued to work with Clark County WIC, Clark County University of Wisconsin-Extension, Clark County Aging and Disability Resource Center, Ascension-Our Lady of Victory, and other community stakeholders to support and promote adequate nutrition, healthy eating, breastfeeding, and physical activity throughout Clark County.

2018 Activities and Outputs:

- Continued to support breastfeeding mothers.
 - Created “Welcome Back to Work” breastfeeding kits for new mothers. These kits were distributed to 3 Clark County employers (Abbotsford School District, Clark County Courthouse, and the Clark County Rehabilitation and Living Center) who then gifted them to new mothers returning to work post-maternity leave.
 - Each kit contained a basket, dish soap (for breast pump parts), nursing pads, milk storage bags, a bilingual child-friendly book, a “room in use” door sign, informational booklet on breastfeeding and milk storage, and brochure on workplace breastfeeding law.
 - Set-up and organized a breastfeeding-friendly booth at the annual Clark County Fair and Family Fun Festival.
- Promoted the importance of local farmers' markets and food pantries in Clark County.
- Promoted awareness for the Clark County food pantries.
 - Food pantry locations were posted and kept up to date on the UW-Extension website, in the Clark County Aging and Disability Resource Center newsletters, and published in the *Roadmap to a Healthier You* booklet.



- Coordinated and organized a worksite wellness learning event for Clark County employers.
 - The CCHD initially outreached to 66 businesses in Clark County to gauge initial interest in attending a worksite wellness event. Of these, 20 businesses completed and returned the mail survey.
 - The event was held in November, 2018 and 15 individuals from 6 different businesses attended.
 - The CCHD recruited Jon Morgan, a Physical Activity Specialist through the Department of Health Services-Division of Public Health, to present on topics such as: the changing state of Wisconsin's workplaces; factors in changing employee behavior; implementing, assessing, and evaluating worksite wellness programs.
- Continued to support the importance of healthy eating, nutrition, and physical activity in Clark County communities.
 - The *Eating By Color* (phytochemical, healthy eating, and local agriculture) presentation was given to the following groups: Home and Community Educators (HCE), Memory Café, Clark County Courthouse employees, and Stepping On. In addition, the *Eating By Color* presentation also aired on the radio (FM92.7 WPKG and AM1370 WCCN).
 - The ERBF committee offered the *Reading Nutrition Labels* presentation to employees at the Clark County Courthouse in May of 2018.
 - The CCHD designed, finalized and published the 40-page booklet entitled, *Roadmap to a Healthier You: Your Guide to Healthy Eating and Physical Activity Options Across Clark County*.
 - The booklet promoted a variety of healthy eating and physical activity options available in Clark County. Each section included a map with site locations by category.
 - Healthy eating categories included: Convenience/Grocery Stores, Food Stands/U-Pick, Food Pantries, and Elderly Nutrition Programs.
 - Physical activity categories included: Fitness Centers, Parks, Trails, and Other Options.
 - 700 copies of the *Roadmap to a Healthier You* booklet were professionally printed and distributed to the following:
 - The Abbotsford, Colby, Greenwood, Loyal, Thorp, Withee, Neillsville, Granton, Owen, and Dorchester libraries; Clark County Aging and Disability Resource Center; WIC; UW-Extension; Clark County food pantries; Ascension-Our Lady of Victory; MMC; United Church of Christ-Neillsville; Abbotsford, Colby, Granton, Neillsville, Thorp, Loyal, and Greenwood school districts; and Family Fun Fest.



Family Friendly Campsites Initiative

The state of Wisconsin has recognized alcohol and other drug use as one of its twelve priority areas in the statewide Community Health Improvement Plan. Alcohol-related deaths are the fourth leading cause of death in Wisconsin (*Healthiest Wisconsin 2020*, 2010). The excessive and inappropriate consumption of alcohol amongst both adult and youth populations is a major health concern in Clark County as well. Twenty-one percent of Clark County adults drink excessively (*County Health Rankings & Roadmaps*, 2017), 16% of Clark County high school students report excessive or binge drinking (*Clark County YRBS*,

2018), and there has been an increase in the age of initiation and in binge drinking amongst Clark County middle school students (*Clark County YRBS, 2018*).

In 2017, the CCHD took an innovative approach to address the culture of alcohol by targeting public campgrounds. A pilot project was developed with the goal of implementing a limited number of alcohol-free campsites in Clark County. Although Clark County's Forestry and Parks Committee did not agree to incorporate alcohol-free campsites, they did agree to fund and install 10 signs (one at each campground) conveying that "*This is a Family Friendly Campground. Remember Young Children Camp Here Too.*" The message is intended to promote positive role modeling for children.

2018 Activities and Outputs:

- Clark County Forestry and Parks Department installed the campground signs in the spring of 2018.
- The CCHD was contacted by both Winnebago County and La Crosse County to consult on the implementation process for alcohol-free campsites.
- The CCHD was invited to create a poster and present at the Wisconsin Association of Local Health Departments and Boards' (WALHDAB) 2018 Annual Public Health Conference in Green Bay.
- In October, the CCHD was invited to present on the alcohol-free campsites initiative at the 2018 Wisconsin Alcohol Policy Seminar in Wisconsin Dells.
- In late December, the CCHD was contacted by Healthy Wisconsin and asked to be featured as a success story on their website.



Public Health Emergency Preparedness (PHEP)

With the State moving to a Health Care Coalition model in 2014, the CCHD continued to align itself within Region 2. The primary purpose of the Health Care Coalition is to assure efficient and effective delivery of services in the event of a public health emergency through networking, coordinating, standardizing, and centralizing resources and planning efforts.

2018 Activities and Outputs:

- Completed 100% of the required CDC/State PHEP contract deliverables.
- Conducted a review of emergency preparedness supplies and updated the inventory list.
- The CCHD organized and hosted a Clark County cybersecurity meeting with the County Public Information Officer, HIPAA Officer, and select department heads. The purpose of this meeting was to gauge the security of Clark County's physical and cyber networks.
- Hosted a regional airborne infectious disease exercise that was attended by Clark County Emergency Management, Clark County Sheriff's Department, MMC, Neillsville Care and Rehab, Clark County Social Services, the Clark County Board Chairman, and the Clark County Coroner.
- Hosted a regional mass casualty (active shooter) table top exercise that was attended by Clark County Emergency Management, Clark County Social Services, Greenwood EMS/Fire Department, MMC, Clark County Sheriff's Department, and the Clark County Coroner.
- To help control the threat of an influenza outbreak in Clark County, the CCHD successfully implemented school-based mass clinic exercises and completed a related after action report.

- CCHD staff attended Region 2 coalition meetings and engaged in a subgroup coalition with other health departments.
- The CCHD maintained vigilance of communicable disease data to monitor for potential outbreaks.
- As a stakeholder of the Clark County Emergency Operations Committee, the CCHD continued to participate in Local Emergency Planning Committee meetings.

Child Death Review Team (CDR)

The CCHD is an active member of the Clark County Child Death Review (CDR) team, which is coordinated through the Clark County Sheriff's Department. Local infant/child death review teams are part of public health surveillance and are critical for better understanding how and why a child died. These multidisciplinary teams review and acknowledge all child deaths from a prevention standpoint. Child Death Review teams are a community response to a child's death (birth through age 21). There are statistics available on the number of children that die and from what causes, but often little about the circumstances leading up to the child's death. Teams increase agency collaboration to improve health and safety, while demonstrating a commitment to keeping children and adolescents alive.

Conducting a child death review influences actions to prevent additional child deaths. The Clark County CDR team inputs data into the National Child Death Review Case Reporting System. The National Center for the Review and Prevention of Child Deaths, in collaboration with state CDR programs, develops and manages this web-based reporting system. Users of this system can enter CDR case review data so that their findings can be tabulated at the local, state and national levels. Findings from these reviews guide program, service, and policy efforts to keep children safe, healthy, and alive.

The Clark County CDR team, in conjunction with the Clark County ICC, has implemented several prevention initiatives as a result of the child death reviews.

2018 Activities and Outputs:

- 4 CDR meetings were held.
- Several prevention messages were posted on the CCHD Facebook page.
- The CDR team continued to distribute and install dual smoke/carbon monoxide detectors to families at risk.
 - The CCHD distributed 28 carbon monoxide detectors during home visits and provided education.

Farm Safety

- The CCHD enlisted the help of organizations with expertise in agricultural safety, health, and injury prevention to plan and conduct a Clark County Plain Community Farm Safety Event.
 - Committee members included representatives from MMC, National Farm Medicine Center, National Children's Center for Rural and Agricultural Health and Safety, Marshfield Children's Hospital, Clark County Social Services, and Clark County UW-Extension. In addition, the planning committee included representatives of the plain community.
 - The goal was to educate plain community parents on skid steer and confined space safety, appropriate child work assignments, appropriate child supervision, and basic injury response.
 - The event was held at the CAM building in Thorp on 4/11/18.
 - 385 plain community members attended the event.
 - 8 Mennonite schools brought 6th-8th grade students.

- Surveys indicated that there was an increase in knowledge reported by participants for all topics presented during the event.

Award Recipient

- The Clark County CDR team received the Dr. William H. Perloff Keeping Kids Alive Award in Wisconsin at the Keeping Kids Alive Conference in Oshkosh in April, 2018. Four teams were nominated and Clark was chosen as the recipient. Dr. Perloff has been a tireless advocate for children and children's health throughout his career as a medical professional. His insight and wisdom guided the development of local child death review teams as he passionately promoted prevention. The award is given to those who embody Dr. Perloff's commitment and passion to improving the health and safety of Wisconsin children.



Pictured above is Amanda Mohr, MS-Social Worker-Clark County Social Services; Brittany Mews, RN BSN-Clark County Health Department; and Dr. William H. Perloff. The Clark County Child Death Review (CDR) Team received the Dr. William H. Perloff Keeping Kids Alive in Wisconsin Award at the Keeping Kids Alive Conference in Oshkosh in April, 2018. Four teams were nominated and Clark County was chosen as the winner.

Mental/Behavioral Health Task Force (MBHTF)

The Mental/Behavioral Health Task Force (MBHTF) is a local group that was organized in 2013. It is represented by multiple organizations invested in addressing the mental and/or behavioral health needs of Clark County residents. Task force members are representative of local health care groups, Social and Community Services departments, law enforcement, faith-based groups, educational institutions, local coalitions, and Veterans' Services Department. This group has played (and continues to play) a pivotal role in identifying CHIP priorities and strategies related to mental/behavioral health.

2018 Activities and Outputs:

- The CCHD hosted 7 partner meetings.
- The CCHD made program progress relative to the *Mental Health* portion of the 2016-2020 CHIP.
- The CCHD continued to help distribute the *Navigating Clark County's Mental Health & Substance Abuse System Resource Guide* (a mental health facility and provider directory).

Suicide Prevention:

- Question, Persuade, Refer (QPR) is an evidence-based emergency mental health training that teaches lay people and professionals how to recognize and respond to someone exhibiting warning signs for suicide.
 - The CCHD requested a (one time) \$528.00 donation from Ben Urlaub of the Listeman Foundation and was awarded.
 - This donation was used to order 200 more QPR booklets.
 - 278 people were trained in QPR including youth and professionals.
 - Presentations included local Clark County statistics, warning signs that someone may be considering suicide, and resources on how to help.
 - In December, the CCHD assisted in the implementation of the Signs of Suicide (SOS) program at Granton School District.

Essential Service 5: Develop Policies and Plans that Support Individual and Community Health Efforts

Introduction: *Essential Service 5 involves providing leadership for systematic community and state-level planning for health improvement; development and tracking of measureable health objectives as a part of continuous quality improvement strategies and development of codes; and regulations and legislation to guide the practice of public health. Highlighted in this section are the agency's strategic plan and quality improvement/performance management efforts.*

Strategic Plan

With the support of DPH Western Region Office staff, the CCHD strategic plan was updated in 2018. Based on an internal assessment of strengths, weaknesses, opportunities and threats, the following priorities were established:

- Health promotion
- Quality Improvement/Performance Management
- Operations/Administration

2018 Activities and Outputs:

- To support each of the strategic priority areas, the CCHD continued to take strides to address the various goals/objectives outlined in the plan.
 - Strategies implemented included, but were not limited to, ongoing implementation of a customer satisfaction tool, routine dialogue with local hospitals regarding access to health care needs and opportunities, collaborative discussions with partners regarding mental health planning needs and implementation strategies, routine maintenance of the CCHD website and social media platform, further discussion of the PHAB standards and measures tool, quality improvement projects, and staff participation in various trainings to increase competencies.
 - Quality improvement projects were implemented.
 - Strides were taken to implement the public health core competency assessment.
 - CCHD team members were introduced to the county's new financial system (Munis).

Quality Improvement/Performance Management

The Quality Improvement (QI)/Performance Management (PM) Plan serves as a guide for continuous review and improvement of all programs and services. It is the vision of the CCHD to improve health and enhance the quality of life for the residents of Clark County.

2018 Activities and Outputs:

- To further delineate the types of environmental health concerns received, a new log was created and utilized. Because the data collection process was different in relation to previous years, comparison data will be feasible moving forward.
- The CCHD implemented internal QI projects such as a pertussis tracking and guidelines binder for Clark County schools. This was done in collaboration with the Neillsville School District and MMC provider leadership.

Essential Service 6: Enforce Laws and Regulations That Protect Health and Safety

Introduction: *Essential Service 6 involves enforcement of state and local rules and regulations; full protection of drinking water supplies; enforcement of clean air standards and timely follow-up of hazards. Highlighted in this section are: the agent well water program with the Department of Natural Resources, recreational beach water testing, and WI Wins youth tobacco compliance investigations.*

Transient Non-Community Well Water Program

Since 2011, the CCHD has contracted with the Wisconsin Department of Natural Resources (DNR) to complete well water sampling and sanitary surveys through the Transient Non-Community (TNC) program.

In 2018, there were 78 water systems throughout the county that required sample collection and analysis for the presence of bacteria and nitrates. A portion of these systems required a sanitary survey inspection that is completed once every 5 years. The CCHD staff worked with operators with identified contamination to take corrective actions, eliminate contamination and post public notice.

2018 Activities and Outputs:

- 78 TNC well water systems were sampled.
 - 5 tested positive for Total Coliform bacteria.
 - 2 had confirmed Total Coliform bacteria.
 - 0 tested positive for E. coli.
 - 1 tested above 10.0 mg/L for nitrates.
- 20 sanitary surveys were completed.
- All contract deliverables were completed.



Recreational Beach Testing

The purpose of the Beach Testing program is to ensure recreational safety of public beaches in Clark County by sampling for the presence of *E. coli*.

BEACH	Tests Completed	Abnormal
Rock Dam Lake	8	-
Snyder Lake	10	2 (1 beach closure)
Sherwood Lake	8	-
Mead Lake	9	2 (1 beach advisory)
Russell Co. Park	8	-

2018 Activities and Outputs:

- Bi-weekly sampling (May through September).
- 43 total samples were collected.
 - 5 beaches were monitored for *E. coli*, including Rock Dam Lake, Snyder Lake, Sherwood Lake, Mead Lake, and Russell County Park.
 - 4 tests came back abnormal.
 - Snyder Beach was closed once and Mead Lake had an advisory posted.

WI Wins: Youth Tobacco Compliance Investigations

The CCHD contracts with the WI Wins program to conduct tobacco compliance investigations throughout the county. The goal of this program is to prevent the sale of tobacco products to minors. The state goal is to have a “sales to minors” rate under 10%.



By doing compliance checks, it gives the CCHD the opportunity to thank retailers who do not sell to minors and offer training opportunities to retailers who do sell to minors. Through the work of WI Wins, tobacco use among minors in the state has greatly decreased.

2018 Activities and Outputs:

CLARK COUNTY 2018 TOBACCO COMPLIANCE CHECKS	
Total Planned Checks	35
Successfully Completed Checks	31
Incomplete Investigations (e.g., establishment closed, outside business hours, no longer sells tobacco)	4
Refused Sale to Minor	29
Sold to Minor	2

CLARK COUNTY RETAILERS WHO SOLD A TOBACCO PRODUCT TO A MINOR	
2018	6.5%
2017	3.2%
2016	5.6%
2015	9.5%
2014	5.0%

TOBACCO SALES TO MINORS BY COUNTY							
	Clark	Eau Claire	Chippewa	Jackson	Taylor	Marathon	Wood
2018	6.5%	9.4%	3.4%	5.0%	-	8.9%	23.4%
2017	3.2%	6.5%	4.8%	40.0%	-	8.3%	10.7%
2016	5.6%	9.8%	15%	14.8%	20%	12.9%	11.3%

- Based on 31 completed compliance checks, the sale of tobacco products to minors in Clark County was 6.5% in 2018.
 - This compares to 3.2% in 2017 and 5.6% in 2016.
- Retailers that sold to a minor were provided with education as part of the WI Wins program and received a verbal warning from their local police department.
- Those that did not sell to a minor were thanked through a CCHD issued press release and radio interview on WCCN.



Essential Service 7: Link People to Needed Personal Health Services

Introduction: Essential Service 7 involves assuring effective entry for disadvantaged people into a coordinated system of clinical care; linkage to services for special population groups; ongoing care coordination; targeted health information to high risk population groups; and technical assistance for effective worksite health promotion/disease prevention programs. Highlighted in this section are the CCHD's jail nursing services, Seal-A-Smile (oral health) program, prenatal care coordination efforts, cribs for kids program, car seat program, Reproductive Health program, and school-based nursing services.

Jail Health & Nursing Services

The jail health program is a cooperative and coordinated effort between the CCHD, a medical provider, the Clark County Sheriff's Department, and jail staff. The goal is to assure that each inmate has access to adequate medical care.

2018 Activities and Outputs:

OUTPUTS	2015	2016	2017	2018
RN Contacts	2003	1975	1998	2167
TB Skin Tests Done on Inmates	175	154	148	114
# of Positive Inmate TB Tests	5	3	5	2
Prescription Medication Setup for Inmates	609	230	166	83
Inmates Seen by Jail M.D.	169	159	240	248

Clark County Seal-A-Smile

The Wisconsin Seal-A-Smile (SAS) program is a statewide sealant program that offers grants to local school-based programs targeting underserved children. This program is funded by Wisconsin Seal-A-Smile, a collaborative program of Children's Health Alliance of WI and the WI Department of Health Services (DHS).



A dental provider (registered dental hygienist) goes into schools and provides a dental screening/exam (without x-rays) to assess if sealants are needed, applies sealants (when appropriate), and provides a dental cleaning and fluoride varnish treatment(s). A follow-up letter is then sent home to describe what was completed and recommendations for future needs. Case management is provided for students who have significant decay and urgent follow-up needs. All procedures follow recommendations from the American Dental Association and CDC's recommendations for school-based dental sealant programs.

The mission of the SAS program is to prevent dental decay and promote oral health as part of a child's total health by increasing the number of dental sealants on their teeth through community-based sealant promotion initiatives.

The SAS program has three primary goals:

1. Sealant Placement: To have annual community-based sealant promotion initiatives in every Wisconsin county (all children are eligible to receive sealants).
2. Sealant Education: Provide education and information about sealants and oral health.
3. Partnerships: Strengthen state and local partnerships between dental providers, educational institutions, and youth health advocates to improve the oral health of children in Wisconsin.

The CCHD received a start-up grant in 2010-2011 and has since received a yearly award to help support implementation efforts. Over the years, the program has expanded, allowing the CCHD to increase access to oral health care services and, in particular, increase the number of children served in Clark County.

2017-2018 School Year Activities and Outputs:

- Services were provided to children in grades kindergarten through 8th in all eight Clark County public schools and in 5 parochial schools.
- A total of 1,471 children received oral health screenings, 534 received dental sealants, and 1,384 received topical fluoride varnish applications.
 - Student Participation-Enrolled in Program:
 - 2017-2018: 43%
 - 2016-2017: 43%
 - 2015-2016: 44%
 - 2014-2015: 27%
 - Student Total Participation (Yes and No Consent Forms Returned)
 - 2017-2018: 73%
 - 2016-2017: 79%
 - 2015-2016: 85%
 - 2014-2015: 27%

Healthy Beginnings Plus

The CCHD provides a prenatal care program called *Healthy Beginnings Plus* to help expecting families get the support they need to have a healthy baby. The CCHD public health nurses schedule home visits with expecting and postpartum mothers. During these visits, families have the opportunity to express concerns and/or have their questions answered.

Healthy Beginnings Plus is a Wisconsin Medicaid Benefit program. The program is offered to Medicaid-eligible pregnant women residing in Clark County who are deemed high-risk for adverse pregnancy outcomes. Services are provided for the duration of the pregnancy and up to 60 days postpartum.

The objectives of the program include ensuring that women at high-risk:

- Are identified as early as possible
- Receive individual psychosocial support and services
- Receive early and continuous prenatal care services
- Receive necessary health and nutrition education
- Are referred to available community services as appropriate
- Receive assistance in accessing and obtaining needed health and social services

Services also include outreach; initial assessment; care plan development; ongoing care coordination and monitoring; health education and nutrition counseling services.

2018 Activities and Outputs:

- 16 clients participated in the program.
 - 27 clients participated in 2017.
 - 24 clients participated in 2016.
 - 21 clients participated in 2015.

Cribs for Kids

Cribs for Kids is a safe-sleep educational program for low-income parents, families, and caregivers to help reduce the risk of injury and death of infants due to unsafe sleep environments. Cribs for Kids provides families with a portable Pack n' Play crib and educational materials regarding safe-sleep (which includes tips to protect their baby).

A Cribs for Kids intake questionnaire is completed by a CCHD public health nurse (PHN) for every caregiver receiving a crib. Caregivers are screened for eligibility and need. A PHN presents and reviews educational materials related to safe-sleep practices and demonstrates how to correctly assemble the crib.



2018 Activities and Outputs:

- The CCHD secured grant funding from Clark County United Way.
- 22 cribs were distributed to families in need.
- 3 in home daycare providers were trained on infant safe sleep practices using the Sleep Baby Safe training curriculum provided by the Children's Health Alliance of WI.
- Educated 49 youth on infant safe sleep practices at Memorial Medical Center's Baby Sitting clinics in June and July.
- The Cribs for Kids program and safe-sleep messaging was consistently promoted by the Clark County ICC and the CDR team, allowing this important message to reach numerous families in Clark County.
- Safe sleep messaging was promoted on the CCHD's Facebook page.

Car Seats for Kids

The CCHD delivered car seat services to Clark County-based clients. The CCHD has three certified Child Passenger Safety (CPS) technicians. Car seat checks are available to anyone free of charge. The CPS technicians educate caregivers on the proper selection, installation, and use of car seats and booster seats. This program allows eligible, low-income caregivers to receive car seats and booster seats at a reduced cost. It is supported by local grant funds and/or donations.



2018 Activities and Outputs:

- Secured local grant funds and donations to help sustain the program.
- A total of 68 new car seats were given to families in need & education

was provided along with each installation.

- The CCHD outreached to the Plain community via the Certified Nurse Midwife in Withee.
 - The CCHD provided:
 - Education to the midwife on car seat safety
 - Wisconsin Child Passenger Safety law cards
 - Clark County Car Seats for Kids program business cards
 - CHAD stickers to the midwife to help distribute to families
 - Small quantity of infant and convertible seats at the midwife's home for families to purchase at a reduced cost if they were interested in getting a car seat.
- Collaborated with the Greenwood Police Department to educate Plain community members and their drivers about the child passenger safety law and best practices.
- Poster created and placed at Footprints in Time Midwifery Clinic and at the Martin Chiropractic clinic.



Reproductive Health

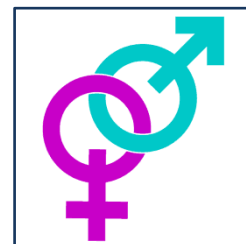
The Clark County Reproductive Health program provides a community-based clinic service offering quality, accessible, affordable, and confidential family planning-related care. Clinical care guidance, quality assurance tools, and program administration is provided by the *Wisconsin Division of Public Health-Family Planning, Reproductive/Sexual Health, and Early Intervention* program.

Program goals include:

- Increase access to health care coverage and affordable contraceptive-related reproductive/sexual health care.
- Increase access to sexually transmitted infection (STI) screening, testing, and treatment services.

2018 Activities and Outputs:

- 155 unduplicated clients were seen at the Reproductive Health clinic for services, including education and counseling, contraception management, pregnancy testing, STI testing and treatment, referrals for women's medical care, and presumptive eligibility for the Family Planning Waiver.
 - 7 unduplicated clients were seen for early pregnancy intervention.
- The Reproductive Health program:
 - Continued with the WIC-Dual Protection Kit initiative. A standard *Dual Protection Kit* contains 2 doses of emergency contraception, 36 male condoms, and 3 female condoms.
 - Kits were offered to Medicaid-eligible clients at the WIC clinic in Neillsville, upon client request.
 - Participated in the 2018 *Get Yourself Tested* (GYT) campaign to increase public information on the importance of STI-risk awareness and testing, and to provide confidential, convenient, low-cost testing and treatment(s). Activities included:
 - Hosting a *Prevention Specialist* from the AIDS Resource Center of Wisconsin (Eau Claire site) to provide free Hepatitis C & HIV testing to Clark County Jail inmates.
 - Monthly Chlamydia/Gonorrhea screenings were performed at the Clark County Jail; available free of cost to the inmates, per request of the Jail Nurse.
 - Free STI testing was available year-round to new and established clients enrolled in the Reproductive Health Program.
- The Reproductive Health Nurse presented reproductive health-related topics to 8 area high school health classes.
 - The first topic covered STIs and WI law in regards to sexual activity.
 - The second topic covered unintended pregnancy and contraception.
 - A modified presentation was created which provided an overview in regards to adolescent reproductive health. The Reproductive Health Nurse offered this topic to middle school health classes.



OUTPUTS	2016	2017	2018
# Unduplicated Clients	139	148	155
# New Female Clients	41	44	27
# of Pregnancy Tests	12	13	7
# of Positive Pregnancy Tests	2	1	0

School-Based Nursing Programs

The CCHD provides school nursing services to the 8 public schools in Clark County as well as to the 5 parochial schools.

These services include:

- Consultation on communicable disease prevention and control.
- Assistance with state immunization program guideline compliance.
- Educational presentations on various health topics (e.g., STIs, contraception, puberty, etc.).

The CCHD also provides school-based nursing services to 23 Amish and 28 Mennonite schools throughout the county.

2018 Activities and Outputs:

- The CCHD offered free vision screenings to Amish and Mennonite children. These vision screenings were coordinated through individual schools and conducted onsite.
 - 327 Amish/Mennonite children had their vision tested.
 - Of those, 25 referrals were made (encouraging parents to schedule a vision appointment with a doctor).
- The CCHD assisted Amish/Mennonite schools in completing the required state immunization program guideline compliance report(s).

Essential Service 8: Assure a Competent Public and Personal Health Care Workforce

Introduction: *Essential Service 8 involves educating and training personnel to meet the needs for public and personal health services; adoption of continuous quality improvement and life-long learning; and active partnership with academic institutions. In order to provide the highest quality public health services, the CCHD strives to ensure that all staff possess the knowledge, skills, and abilities necessary to perform their jobs effectively and efficiently.*

Public Health Competency Development

The CCHD supports the professional development needs of its employees. As part of the public health preparedness program, essential staff participate in a variety of training opportunities that focus on particular capabilities and related competencies. Moreover, staff are also encouraged to attend training opportunities that fall outside of preparedness but support other general public health programs and services. This is supported through the workforce development plan.

As a component of the strategic plan, CCHD staff strive to assure effective performance by adopting the public health core competencies. It is the mission of this team to strengthen workforce competencies, capabilities, and improve workforce recruitment and retention.

2018 Activities and Outputs:

- CCHD staff attended and/or participated in training opportunities that increased competencies in relation to public health preparedness (i.e., Department of Homeland Security-FEMA hosted Health Care Coalition training; Region 2 HERC meetings; Coalition Surge Test exercise).
- The CCHD continues to support workforce development needs by sending staff to trainings covering various topics (e.g., maternal child health, reproductive health, health equity, mental health/suicide prevention, adverse childhood experiences/trauma informed care, quality improvement, communicable disease surveillance and control, etc.)
- The CCHD supported staff attendance at professional events such as:
 - Wisconsin Public Health Association-Wisconsin Association of Local Health Departments and Boards (WPHA-WALHDAB) annual conference
 - WALHDAB monthly meetings
 - Wisconsin Family Planning and Reproductive Health Association (WFPRHA) meetings
 - WPHA Public Health in Practice (formerly Public Health Nursing) conference
 - PHN Supervisors' meetings
 - Western Region Healthy Babies meetings
 - Fulfilling the Promise conference
 - Reach Out and Read conference
 - Jail Health conference
- Commenced implementation of the public health core competency assessment.

Linkages with Academia

The CCHD has strong linkages with numerous institutions of higher learning and serves as a site for student placement for observation, practice experience, and internship in a local health department. In particular, this is demonstrated through the CCHD's partnership with nursing schools, the University of Wisconsin-Area Health Education Center (AHEC) and the NorthCentral AHEC (NCAHEC) office.

2018 Activities and Outputs:

- The CCHD hosted 10 NCAHEC “express” students.
 - Over 10 students came to Clark County for a cultural immersion experience and learned about the Amish/Mennonite culture and way of life.
 - The CCHD gave students a presentation on Amish/Mennonite culture.
 - The CCHD provided a guided tour of one Amish home and the Country Health Clinic in Unity.
 - The CCHD introduced students to a lay midwife who delivers the majority of the Amish/Mennonite babies in the county.
- The CCHD Health Officer continues to serve on the NCAHEC board to represent Clark County.
- In support of the UW-AHEC Community Health Internship Program (CHIP), CCHD hosted a student intern for the months of June-July.

Essential Service 9: Evaluate Effectiveness, Accessibility & Quality of Personal and Population Based Health Services

Introduction: *Essential Service 9 calls for ongoing evaluation of health programs to assess program effectiveness and to provide information necessary for allocating resources and shaping programs. This section includes the reference to the Public Health Accreditation Board (PHAB) standards, community health assessment, agent status review for adherence to deliverables, and compliance with statute as well as review of state-based grants/contracts.*

National Voluntary Public Health Accreditation

The CCHD continues to explore its feasibility of becoming nationally accredited. This is a process that requires public health departments to meet nationally established standards and measures in 12 domains. The ultimate goal is to improve public health performance to deliver the highest quality of services to the residents of Clark County. Though the CCHD is not applying to become PHAB accredited, PHAB domains are being used to better align to public health standards and measures.

2018 Activities and Outputs:

- Public Health Accreditation Board (PHAB) self-assessment tool ver. 1.5 was reviewed.
- CCHD worked with health care partners, MMC, Marshfield Clinic Health Care System, Marshfield Clinic-Family Health Center (Dental), and Ascension-Our Lady of Victory to implement a community health assessment, analyze data and host community-based sessions to help determine health priorities.
- Quality improvement opportunities were discussed and QI projects were implemented.
- Aspects of the CCHD's strategic plan were acted upon.
- The Community Health Improvement Plan (CHIP) priorities and related activities were implemented.

State Contracts and Agent Status Program Review

Each year the State Division of Public Health enters into contracts with local health departments to provide a variety of public health services and/or support public health initiatives. Moreover, local health departments can contract with state agencies, like the DNR, to serve as an agent to the state. In every instance, these grants/contracts are performance-based and require objectives to be met to assure funding.

2018 Activities and Outputs:

- Objectives were met across all programs and services including the following:
 - Immunization, Prevention, Lead Poisoning prevention, Seal-A-Smile, Maternal Child Health, Reproductive Health, Local Public Health Emergency Preparedness, and WI Wins.
- Services that the CCHD provided as an agent to the DNR–TNC Well Water program were reviewed by DNR staff early in the fiscal year to assure compliance with applicable state statutes, codes, and contract deliverables. Feedback received indicated full compliance with the terms and scope of the contract.

Essential Service 10: Research for New Insights & Innovative Solutions to Health Problems

Introduction: *Essential Service 10 includes continuous linkage with institutions of higher learning and research. Highlighted in this section are the agency's involvement in projects supported by the University of Wisconsin-Office of Rural Health and partnership with local health care provider organizations.*

Obesity Prevention

The CCHD was awarded funding by the University of Wisconsin-Office of Rural Health to address the issue of obesity in Clark County. Through the Eat Right-Be Fit (ERBF) coalition, partners met regularly to review the objectives, discuss strategies, and implement activities that promote physical activity and improve nutrition.

2018 Activities and Outputs:

- The final year of funding was secured through the UW-Office of Rural Health.
- See additional 2018 Activities and Outputs under ERBF committee (p. 26-27).

Research Related Involvement

The CCHD participates in numerous data collection surveys and information-gathering efforts.

2018 Activities and Outputs:

- CCHD continued to partner with the two local acute care hospitals (MMC and Ascension Our Lady of Victory) along with the Marshfield Clinic's Family Resource Dental Center and Marshfield Clinic Health System to collect, analyze, interpret the community health assessment data and host related community forums to review, discuss, and prioritize.
- The CCHD Health Officer continued to serve as a member to the Wisconsin Public Health Research Network and the University of Wisconsin-Madison health and climate workgroup.



Public Health

Prevent. Promote. Protect.

Clark County Health Department

517 Court Street, Room 105
Neillsville, WI 54456
(715) 743-5105 or toll free 1-877-743-5105

Website: www.co.clark.wi.us/healthdepartment



Find us on
Facebook

www.facebook.com/clarkcohealthdept